

## ABSTRACT

5 A liquid crystal display device capable of suppressing the occurrence  
 of a back transition in OCB cells and displaying excellent images as well as a  
 driving method thereof are provided. One frame period has a first period P1  
 for writing a signal for initializing the state of a liquid crystal in pixel cells  
 and a second period for writing pixel data in correspondence with an image  
 signal in pixel cells, and a voltage level to be applied to each pixel cell is set in  
 the first period such that each pixel cell retains a voltage  $V_{sup}$  higher than  
 10 that in the second period.